
SUNSET
OVERDRIVE™




**JACINDA CHEW:** Studio Art Director

# INSOMNIAC GAMES

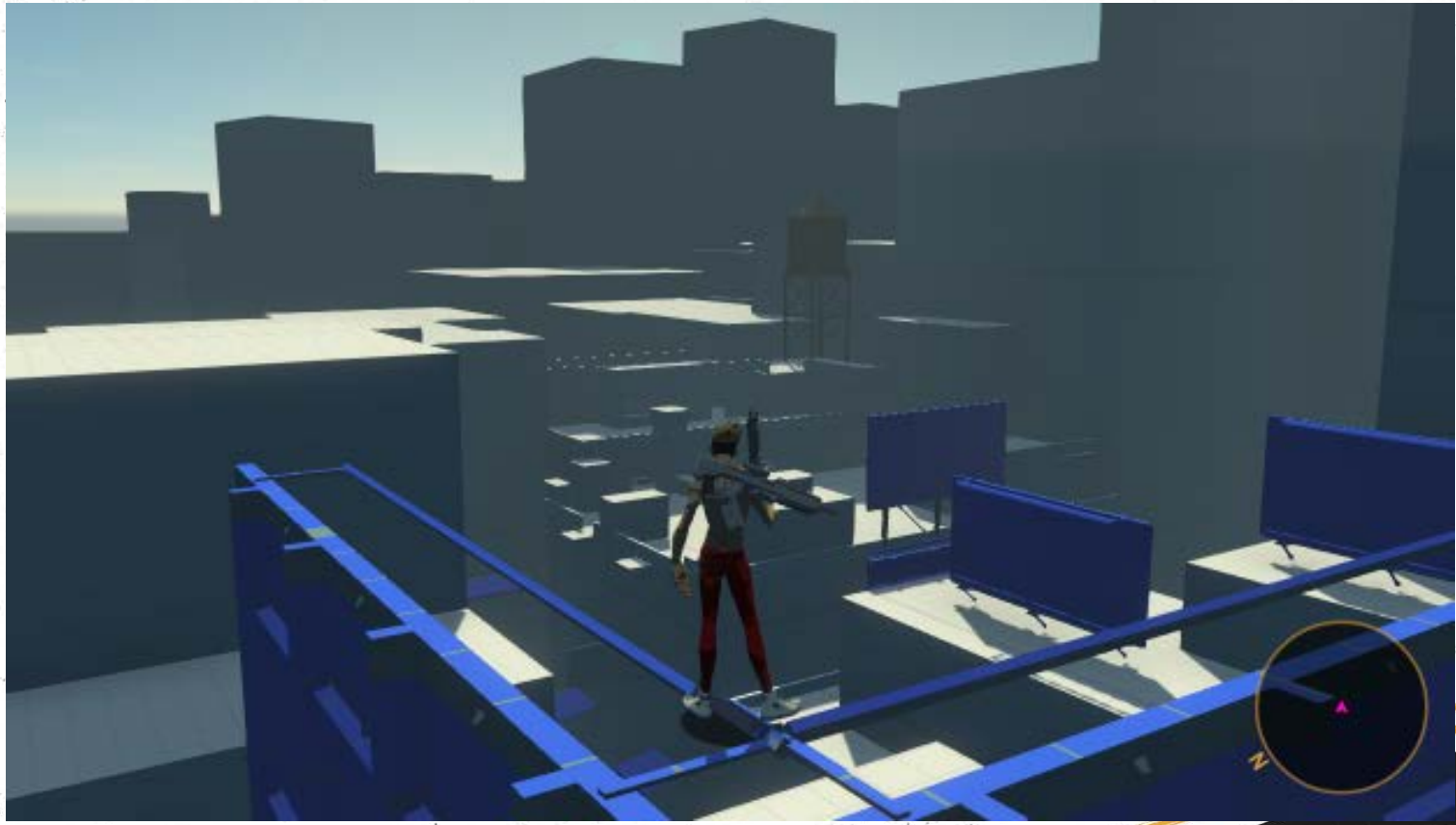



7/31/27
2:08 PM
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FIZZCO

# ORDER FROM CHAOS: THE ART DIRECTION OF SUNSET OVERDRIVE

# WHERE WE WERE

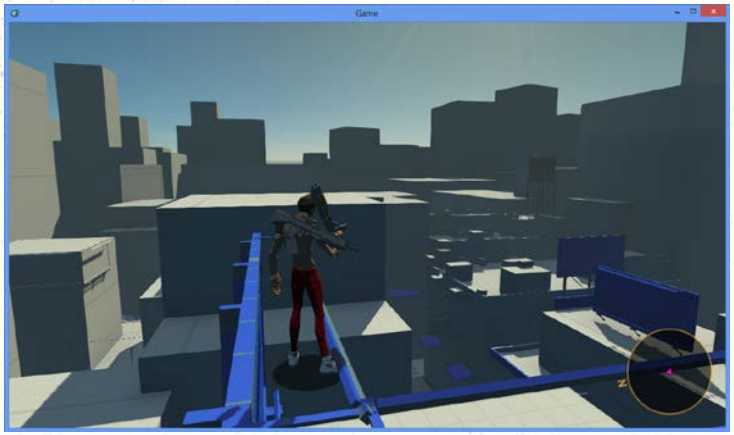
- December 2012, after one year of pre-production
  - Character style unresolved
  - Environment style unresolved
  - Rendering style unresolved



# HOW DID WE GET TO THIS IN LESS THAN TWO YEARS?

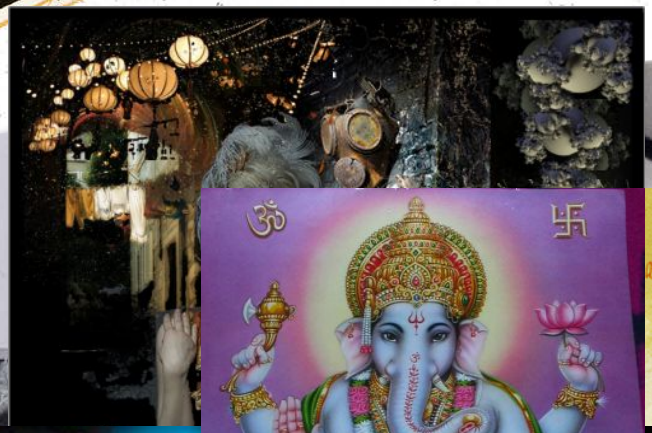


# How did we go from this to this?






- Define your goals.
- Evaluate your solutions against your goals.
- Fine-tune your goals, if necessary.





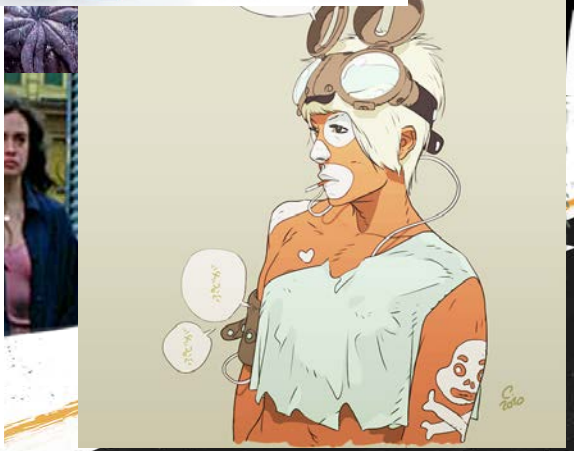

VIVA NUESTRA
REVOLUCION SOCIALISTA





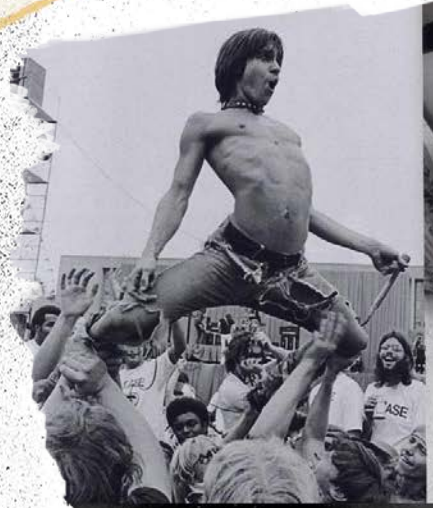

MR


NOVEMBER




VELOCITY,
IRREVERENT, CELEBRATORY,
FUN

# CHARACTER STYLE DEVELOPMENT


















ATTITUDE

# Define the goal:

- Create characters with a Rock'n'Roll attitude

# Evaluate your solution against your goal.



Character Iteration #1



Character Iteration #1

# TEST 1: DID WE CAPTURE ROCK'N'ROLL ATTITUDE?





# Fine-tune your goals:

- Create characters with a Rock'n'Roll attitude
- Create characters who are mature

# Evaluate your solution against your goals.



Character Iteration #2



# TEST 2: DID WE CAPTURE ROCK'N'ROLL ATTITUDE AND ARE THEY MATURE?







# Fine-tune your goals:

- Create characters with a Rock'n'Roll attitude
- Create characters who are mature
- Create characters who are likeable.

# Evaluate your solution against your goals.



Character Iteration #3

# TEST 3: DID WE CAPTURE ROCK'N'ROLL ATTITUDE AND ARE THEY MATURE AND LIKEABLE?



# Fine-tune your goals:

- Create characters with a Rock'n'Roll attitude
- Create characters who are aspirational
- Create characters who are likeable
- Create characters who are underdogs

# Fine-tune your goals:

- ~~Create characters with a Rock'n'Roll attitude~~
- Create characters who are mature
- Create characters who are likeable
- Create characters who are underdogs

# Evaluate your solution against your goals.




Character Iteration #4

# TEST 4: DID WE DESIGN CHARACTERS WHO WERE MATURE, LIKEABLE, AND UNDERDOGS?




Model Dist: 1.190



# FASHION DESIGN

















# CHARACTER

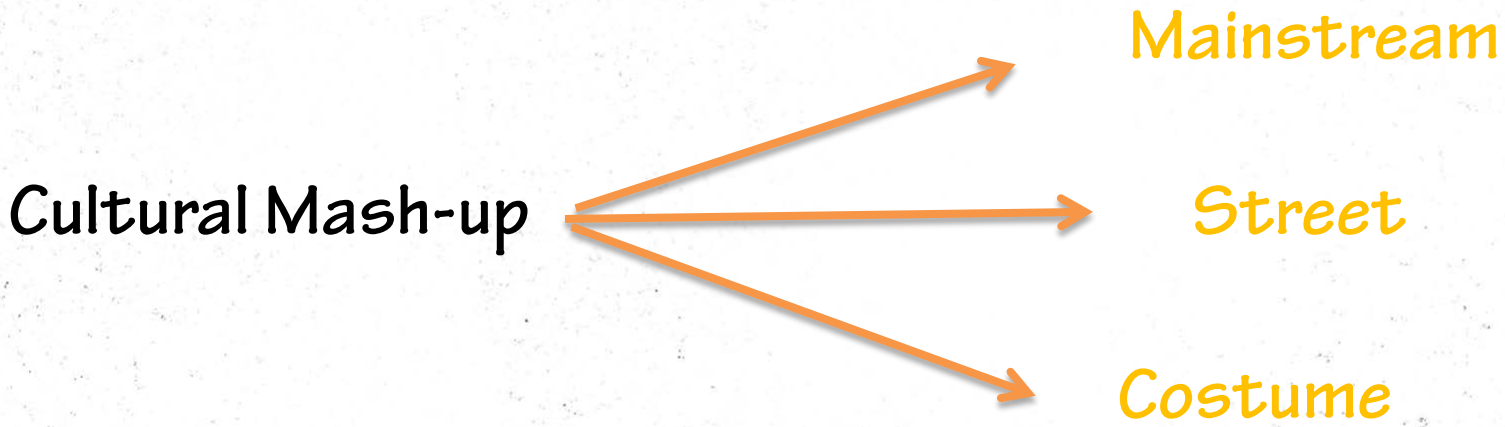
# Define the goal:

- Create outfits composed of Cultural Mash-up.

# Evaluate your solution against your goals.



# Fine-tune your goals:



## Mainstream (Most relatable)

- Clothing preferred by informal consensus within the mainstream.






## Street (somewhat relatable)

- Fashion that emerged from street culture.









## Costume(Least relatable)

- Clothing associated with a culture, occasion, or period.









# Fine-tune :

- Create outfits composed of cultural mash-up, which consists of a mainstream/street foundation with 1-2 costume elements added to it.




POW!

# ENVIRONMENT STYLE DEVELOPMENT







# ENVIRONMENT





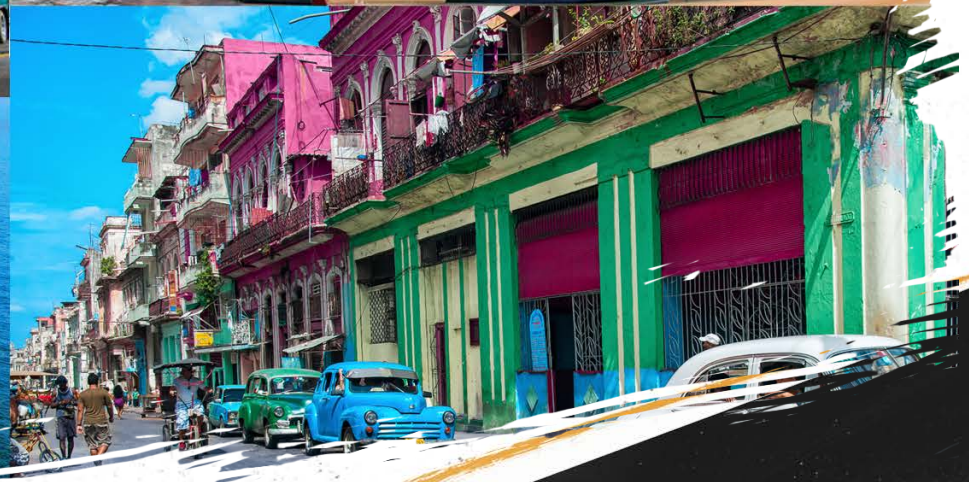










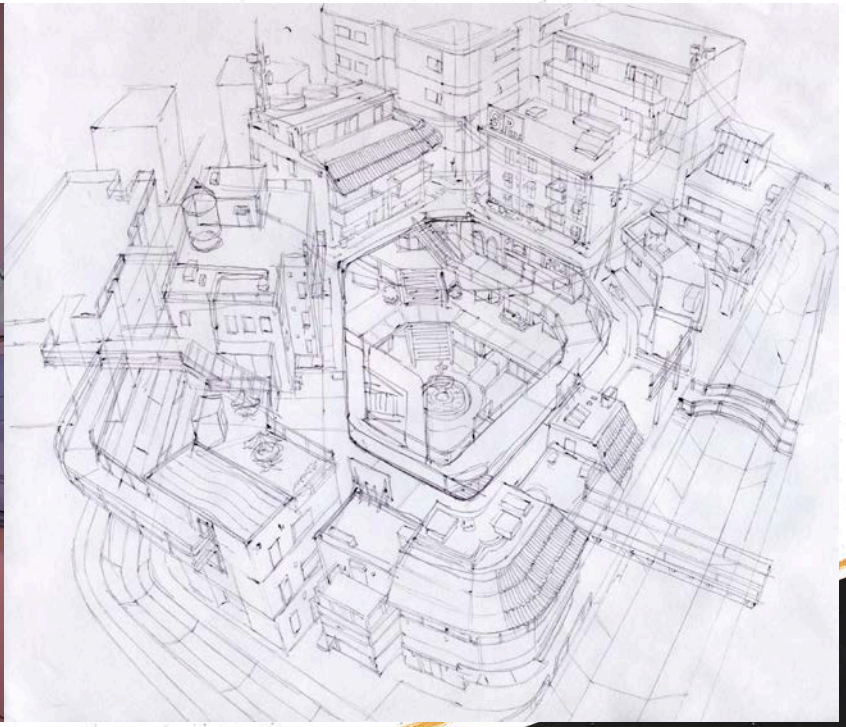


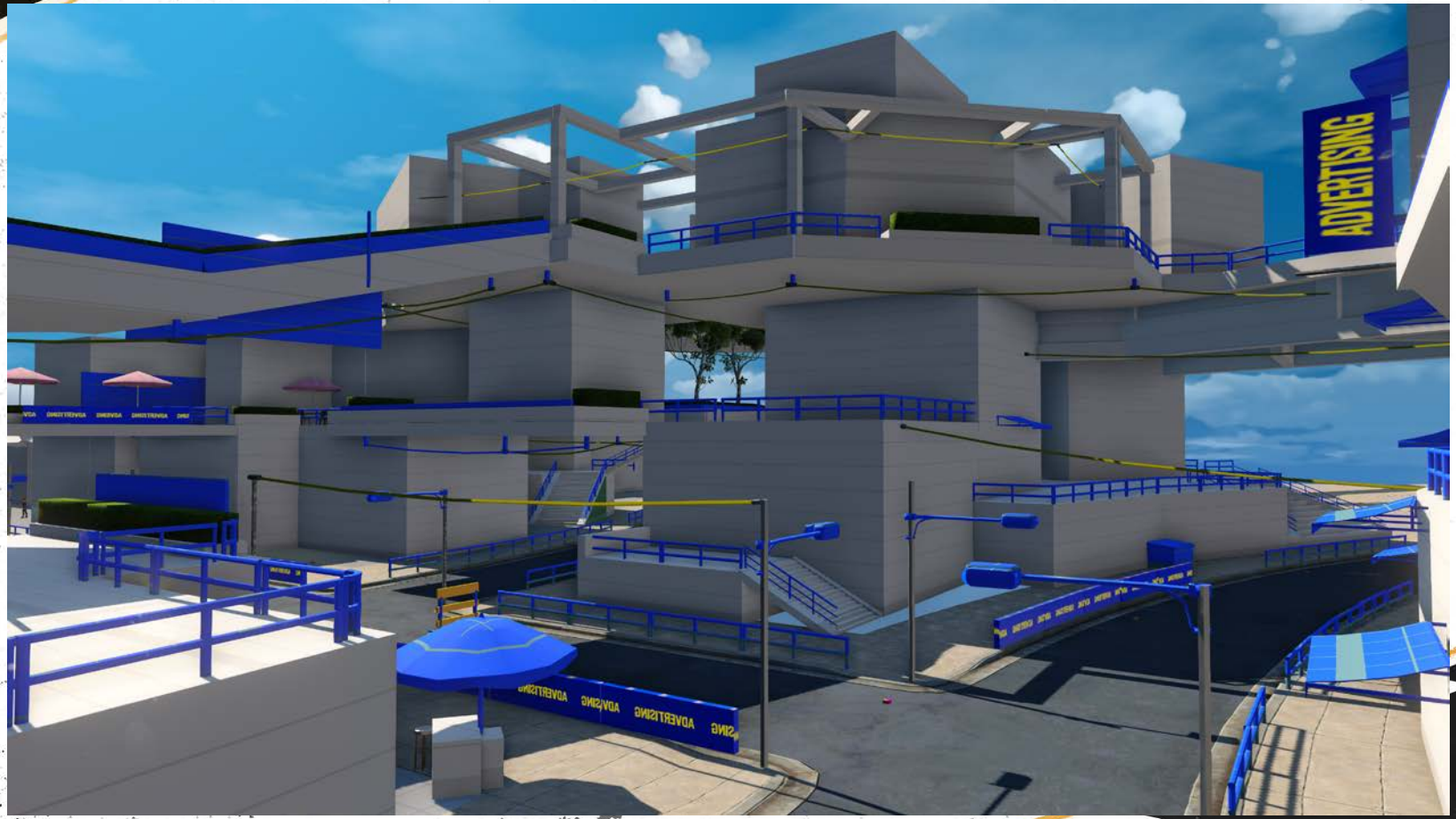
# Define the goal:

- Create a colorful stylized environment with flow.

# Evaluate your solution against your goals.






ADVERTISING

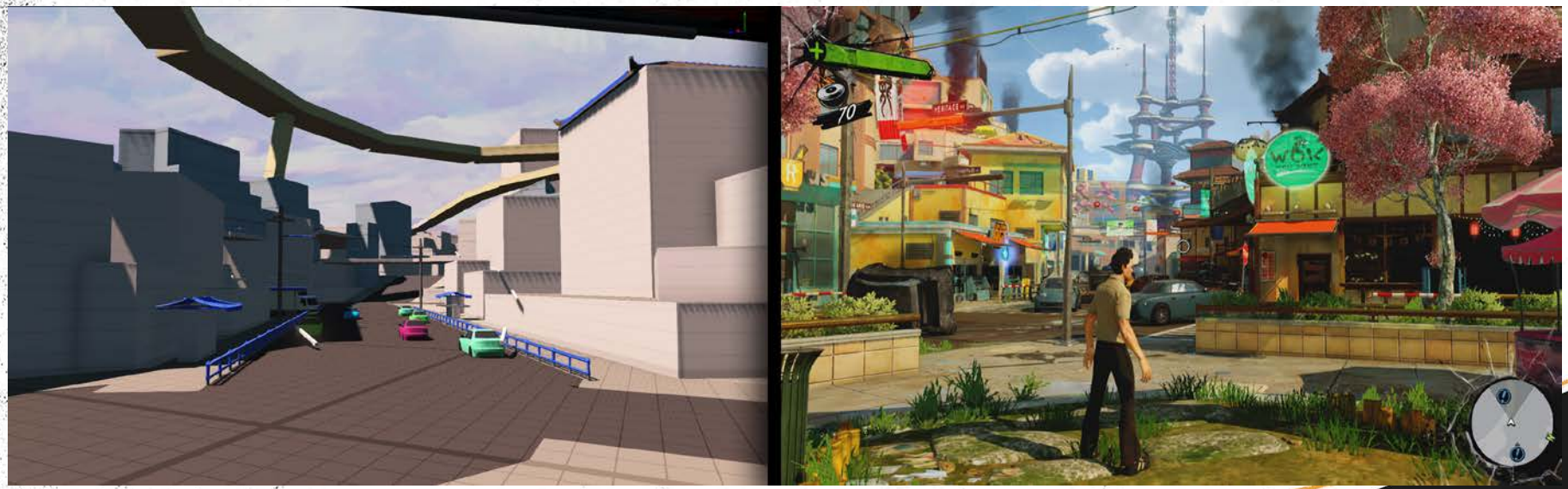
# TEST 1: DID WE DESIGN A COLORFUL ENVIRONMENT WITH FLOW?



# Fine-tune your goals:

- Create a colorful stylized environment with flow.
- For Design: Playable

# Evaluate: Did we design a colorful playable environment with flow?



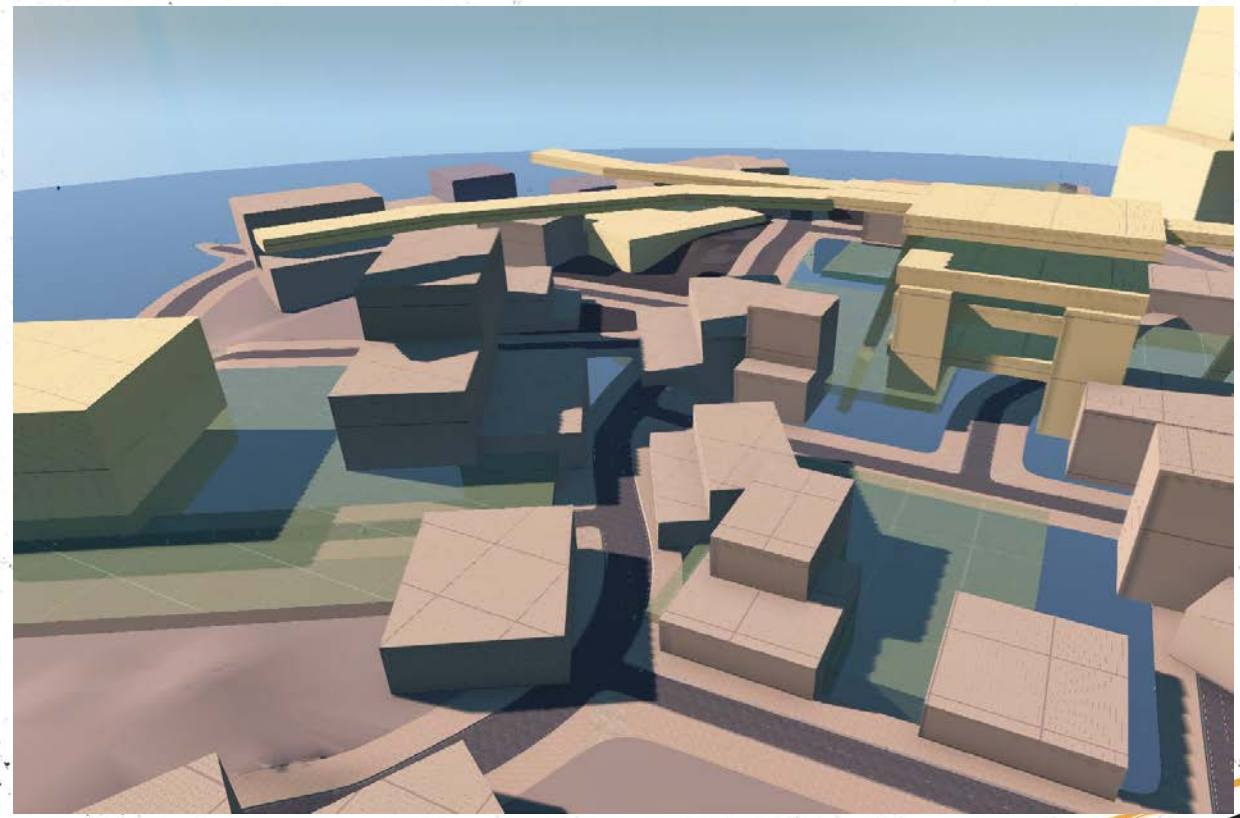
## Test 2

# Fine-tune your goals:

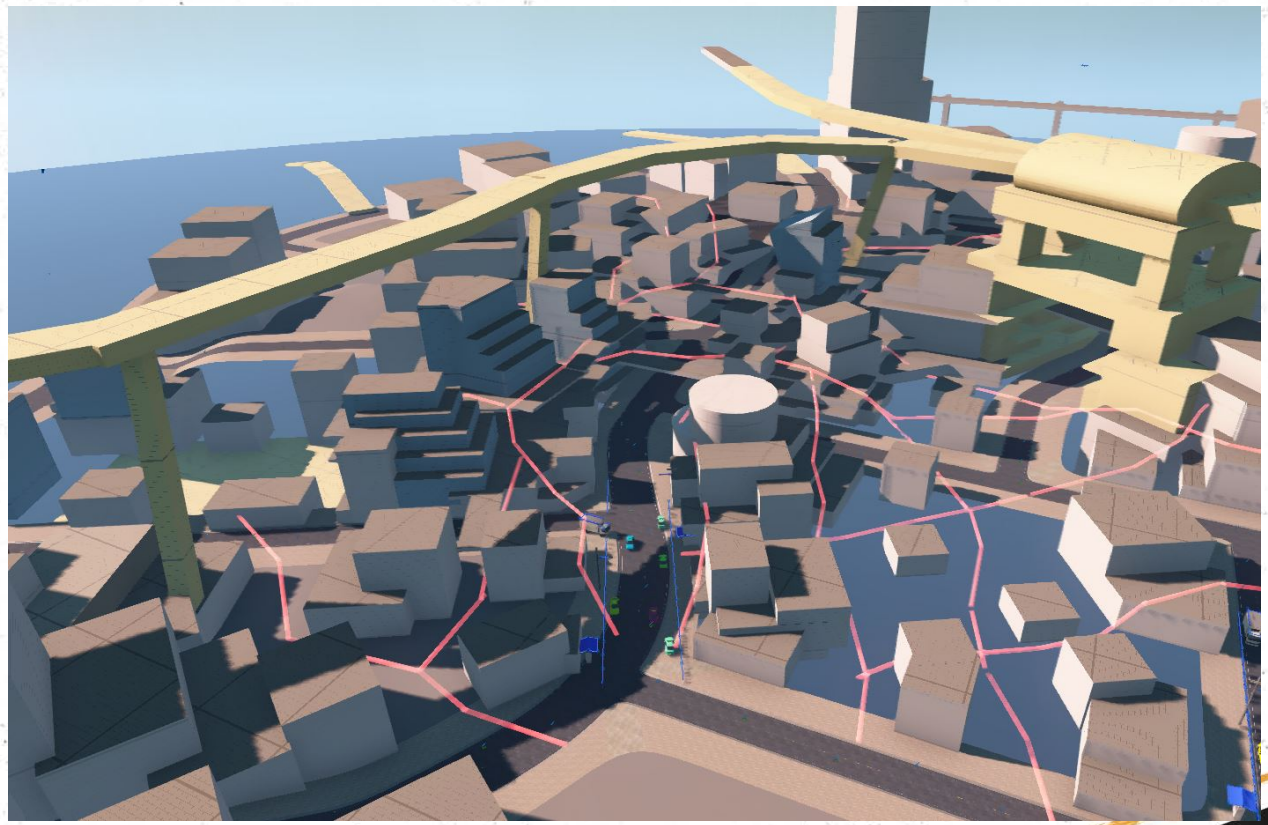
- Create a colorful stylized environment with flow.
- For Design: Playable
- For Project: Production-friendly

# Fine-tune your goals:

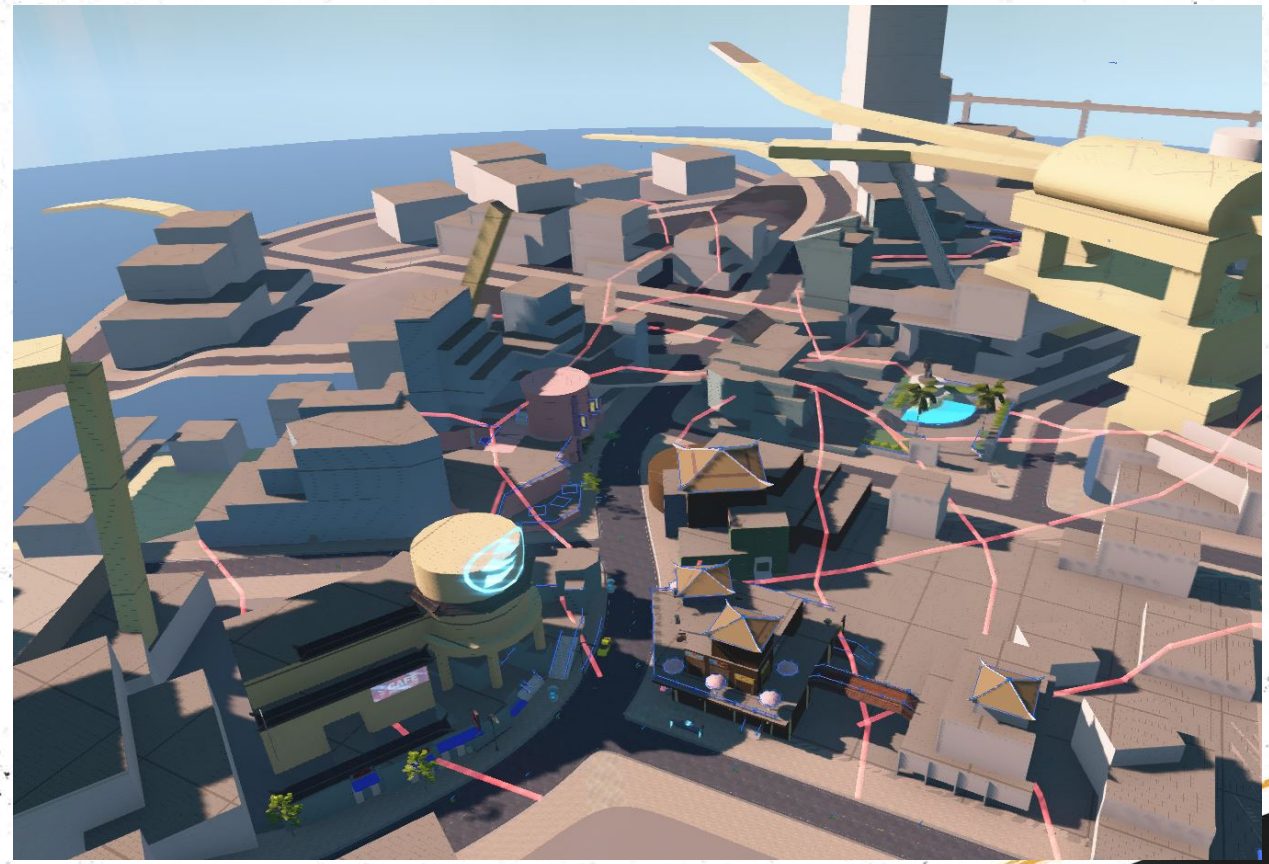
- For Art: Stylized
- For Design: Playable
- For Project: Production-friendly



Rough 3D: open world designer blocks in elevation and macro-composition

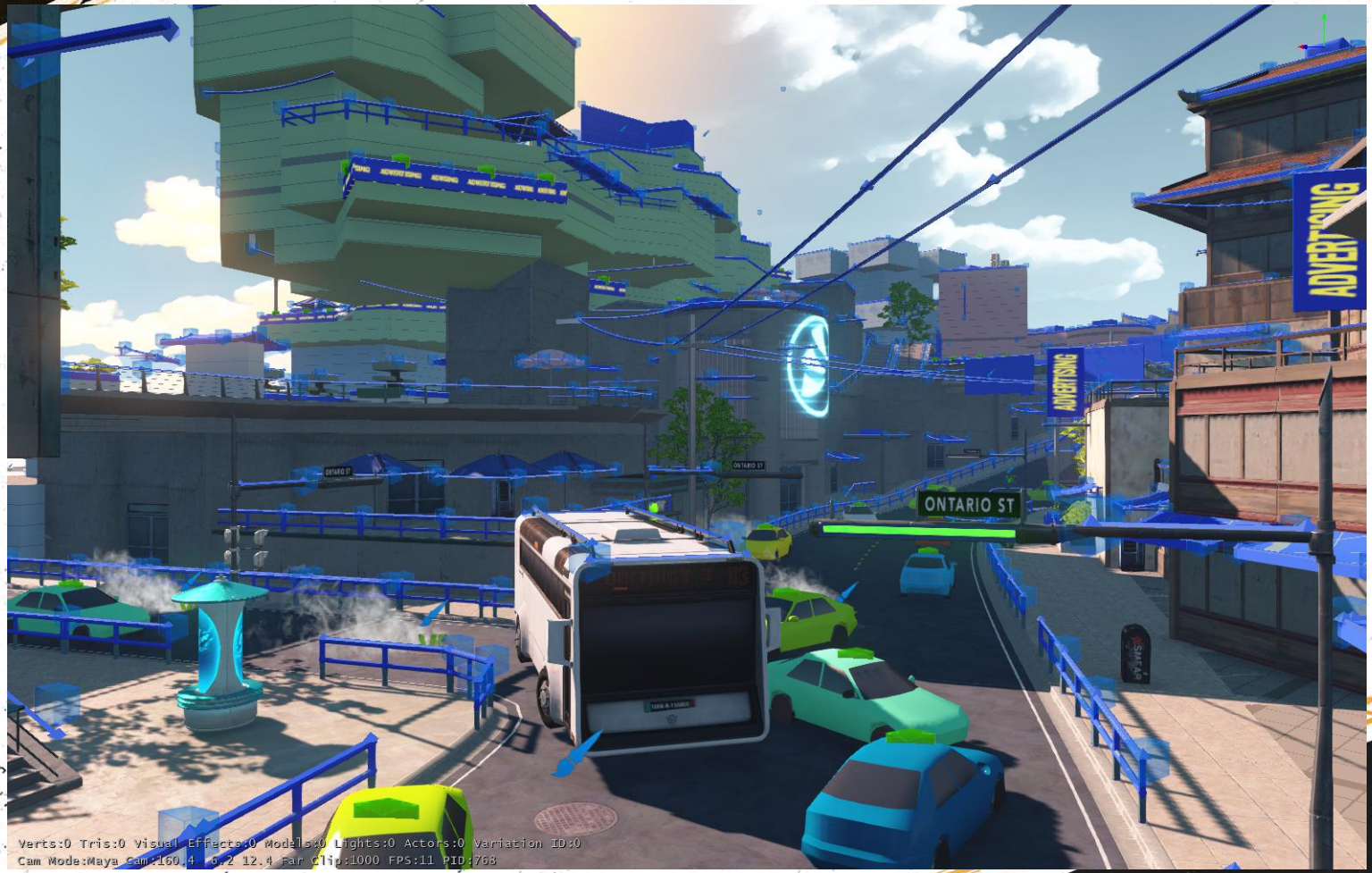


Refined 3D: designer & artist, establish Golden Path, implied traversal.



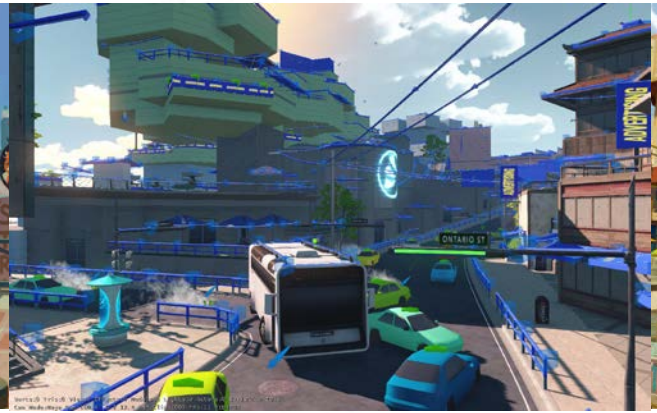
Golden Path Refinement: designer & artist, light theming, golden path refinement


JORNEY
JUICED UP
ROCK
CLO


ONTARIO ST
ADVERTISING
ADVERTISING
Verts:0 Tris:0 Visual Effects:0 Models:0 Lights:0 Actors:0 Variation ID:0
Cam Mode:Maya Cam:160.4 -6.2 12.4 Far Clip:1000 FPS:11 PID:768


CAFÉ
FIZZCO
104
LOTUS
FARMER FONG'S









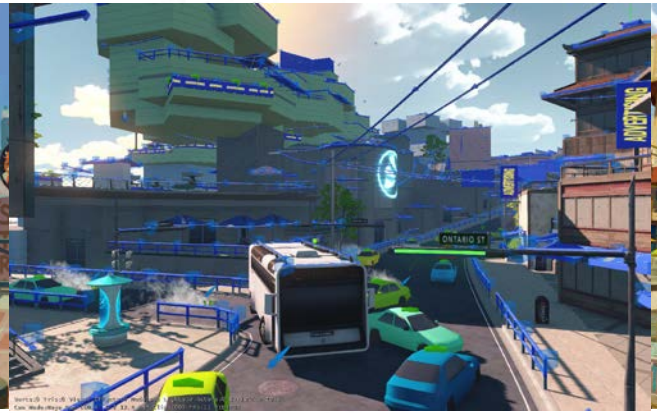
Concept
Stylized

Design
Usable

Environment
Production-friendly

Environment style was driven partly by concept, design, and environment artists.









Concept
Stylized

Design
Usable

Environment
Production-friendly

Environment style was driven partly by concept, design, and environment artists.

We laid out the rest of the city in three months once we prioritized our goals.

# RENDERING STYLE DEVELOPMENT


VELOCITY,
IRREVERENT, CELEBRATORY,
FUN







XBOX ONE



XBOX ONE



NEXT GEN = SOMETHING ON CONSOLE THAT WASN'T POSSIBLE LAST GEN!

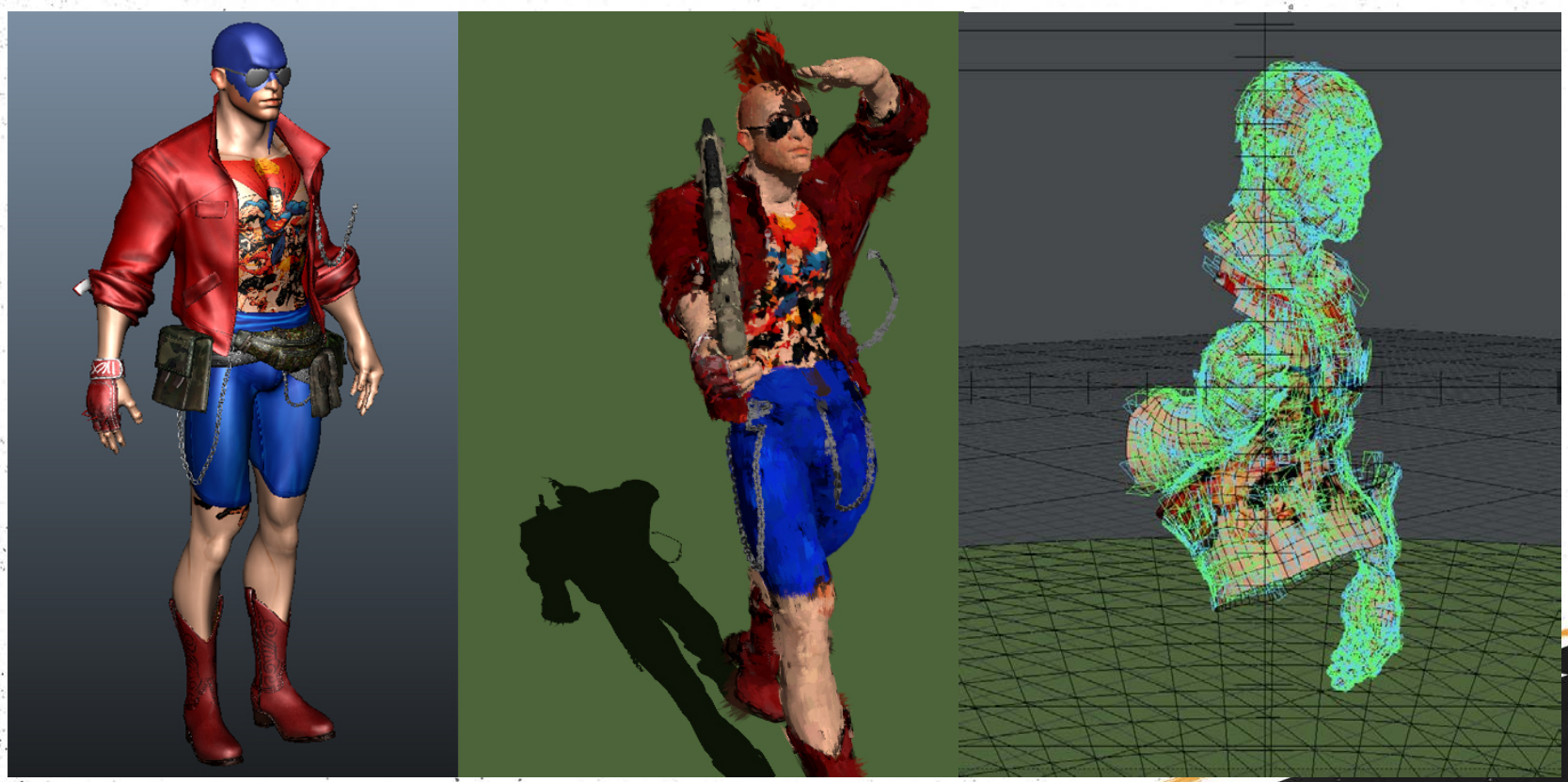
# Define the goal:

- Create a style that looks like a Moving Illustration.
- Create Next-Gen Graphics




Early target

# Evaluate your solution against your goal.



Test 1: 3D Brushstrokes



# TEST 1: DOES THIS SOLUTION FEEL LIKE A MOVING ILLUSTRATION AND NEXT GEN?



# Fine-tune the goal:

- Create a style that looks like a Moving Illustration.
- Create Next-Gen Graphics
- Create a style that is Performant.

# Evaluate your solution against your goal.




Test 2: Runtime Brushstrokes

# TEST 2: DOES THIS SOLUTION FEEL LIKE A MOVING ILLUSTRATION, NEXT GEN, AND PERFORMANT?



# Fine-tune the goal:

- Create a style that looks like a Moving Illustration.
- Create Next-Gen Graphics
- Create a style that is Performant.
- Create a style that is Usable.

# Evaluate your solution against your goal.



Test 3: Post process brushstrokes

# TEST 3: DOES THIS SOLUTION FEEL LIKE A MOVING ILLUSTRATION, NEXT GEN, PERFORMANT, AND USABLE?



# Fine-tune the goal:

- Create a style that looks like a Moving Illustration.
- ~~Create Next-Gen Graphics~~
- Create a style that is Performant.
- Create a style that is Usable.

# USABLE, PERFORMANT, AND MOVING ILLUSTRATION

- Plan A: Runtime brushstroke
- Plan B: Comic book style
- Plan C: Static brushstroke

# Evaluate your solution against your goal.



Plan A: Runtime brushstrokes

# Evaluate your solution against your goal.




Plan B: Comic book style

# Evaluate your solution against your goal.



Plan C: Static Brushstrokes


verts:216 Tris:172 Visual Effects:0 Models:1 Lights:0 Actors:0 Variation ID:0
Cam Mode:Maya Cam:188.8 11.7 171.6 Far Clip:4130 FPS:17 PID:9212

# MOVING ILLUSTRATION, USABLE, PERFORMANT,



# When faced with a challenge...

- Define your goals.
- Evaluate your solutions against your goals.
- Fine-tune your goals, if necessary.


EMBRACE CHAOS
WOK


QUESTIONS?